Research Plan - Guidelines

The whole point of a research plan is to define what needs to be investigated, and the best way to go about that investigation.

Research goals. Be clear about what you want to know. You might have several research goals. You just need to clarify what they are and think about the best methodologies to achieve them.

Research design:

WHO?

Think about who do you need to speak to in order to learn enough. Think about the "end users" but also other stakeholders in the ecosystem. Who are the experts?

Make sure to document all information about your interviewees and participants.

HOW?

Think about how you can best get them to provide you the information you are looking for. Are there creative ways to get them to go beyond the obvious? Card sorting, shadowing, collage, etc.

PLAN:

When / Where / Who on the team?

- Decide on the timeframe.
- Create links to the supporting documentation (discussion guides, card sorting, etc.)

Create a document (possibly a table) stating:

- The goals (the specifics you want to learn)
- Methods (the process you chose to collect the data you need)
- Participants
- Logistics (when will you accomplish this study? Who on the team will be involved?)

We recommend having links to supporting documentation (e.g. discussion guides, usability tasks, etc.)